

2008 Virginia Small Business Person of the Year



Shawn Boyer
President and CEO
SnagAJob.com
Glen Allen, Virginia

Discovering an unfulfilled need and the inspiration to start a business can come when you least expect it. In the spring of 1999, a friend asked Shawn Boyer to go online to help her look for a summer internship. Failing to find many sites geared towards internships, or hourly jobs, Boyer knew there was a great void to fill in the online recruitment marketplace. After several months of research, Boyer gave up his position as a transactional attorney with a Washington, D.C., law firm and started SnagAJob.com.

SnagAJob.com, the nation's largest part-time and full-time hourly job posting site, went "live" on May 15, 2000, and now connects millions of registered job seekers with active job postings.

In the beginning, business operations were housed in a 1,000 square-foot office unit in a medical office park. Today, SnagAJob.com occupies a 35,000 square-foot complex overlooking a lake in Richmond, Va. The business has grown from two to over 100 full-time employees (fondly called "Snaggers"); yet everyone remains on a first-name basis – no name-tags are required. Snaggers are treated

well: perks include free snacks and drinks throughout the day; catered lunches and happy hours; and a casual work environment. However, the culture is much more than a relaxed dress code and free lunches; it's about putting Snaggers in a position to succeed and grow – both as individuals and as part of a larger company.

From the beginning, Boyer had a clear mission for the company – to put job seekers in the right-fit positions to allow them to maximize their potential. Because more than 60 percent of all workers in America are hourly employees, the impact of this mission is far-reaching and significant.

In the process of becoming the No. 1 Web site in the United States for hourly jobs, SnagAJob.com encountered its share of obstacles. One of the earliest challenges was selling a service that had never before been offered. This was overcome by partnering with a few large, multi-unit companies and providing a level of service not met by traditional service providers. The dramatic increase in the U.S. unemployment rate in 2001 caused a decrease in the need for corporations to advertise for employees, forcing many of SnagAJob.com's customers to slash their recruiting budgets. SnagAJob.com overcame this obstacle by providing a superior level of service at a lower cost than its competitors. To help make SnagAJob.com a household name, the company secured \$9 million in private equity capital in 2006, allowing it to launch a national advertising campaign.

SnagAJob.com was selected to receive the Greater Richmond Chamber's Impact Award in November 2007. Impact Awards recognize local for-profit businesses that: overcome adversity; contribute to the greater Richmond area; offer a quality environment for employees; produce growth in revenue and employees; and demonstrate innovation in business practices, new products, services and ideas.

Boyer's passion for helping people extends beyond the company and into the local community. For example, SnagAJob.com's Community Work-Out Day invites all Snaggers to trade the confines of their offices for a day out in the field. Partnerships have been formed with the Salvation Army, Habitat for Humanity, Sports Backers and Comfort Zone, a camp for children who have lost an immediate family member. SnagAJob.com also contributes to a number of other community service projects throughout the year.